

2015

Public Health Media Library System

Handbook

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Centers for Disease Control
and Prevention
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Table of Contents

Introduction	5
What is Content Syndication?.....	6
Why do I need Content Syndication?	6
How do I Syndicate Content?.....	6
What are Some of the Benefits of Registration?	7
How do I Register?	7
Why do I need Badges for my site?	8
How do I syndicate Badges?	8
Examples of Badges	9
Why do I need Buttons for my site?	10
How do I syndicate Buttons?	10
Examples of Buttons	11
Why do I need eCards for my site?	12
How do I syndicate eCards?	12
Examples of eCards.....	13
Why do I need syndicated HTML Content?	14
How do I syndicate HTML Content?	14
Example of HTML in Syndication	15
Why do I need Images for my site?	16
How do I syndicate Images?	16
Examples of Images	17
Why do I need Infographics for my site?	18
How do I syndicate Infographics?	18
Examples of Infographics	19
Why do I need a Microsite?	20
How do I syndicate Microsites?	20
Example of a Microsite	21

Why do I need Podcasts for my site?.....	22
How do I syndicate Podcasts?.....	22
Examples of Podcasts.....	23
Why do I need Videos for my site?	24
How do I syndicate Videos?	24
Examples of Videos	25
Why do I need Widgets for my site?.....	26
How do I syndicate Widgets?.....	26
Examples of Widgets.....	27

Introduction

The purpose of the Public Health Media Library System Handbook is to assist you in supporting your local health media digital activities. We have created a free and easy way for you as public health partners to expand your public health impact with high quality media and science-based content. You may incorporate our Web content, images, video, audio, data, and infographics into your own site with content syndication through our Public Health Media Library System.

The Public Health Media Library System Handbook is organized as a series of reference sheets. Each sheet describes the content, for example, “Why do I need a Microsite” tells you why you need that content, and finally tells you how to get it. We have included Reference Sheets for the following media types.

- Badges
- Buttons
- eCards
- HTML Content
- Images
- Infographics
- Microsites
- Podcasts
- Video
- Widgets

What is Content Syndication?

Content Syndication is an easy and cost-free way for you to add CDC content directly to your site. When the CDC updates its content, those updates display immediately on your site through syndication, providing credible, timely, and science-based health information to your audiences. Content Syndication allows you to maintain the look and feel of your site while supplementing local information with critical, relevant, national information. The Public Health Media Library is the entry point into content that is syndicated from CDC.gov, providing you the following CDC media: Badges, Buttons, eCards, HTML Content, Images, Infographics, Microsites, Podcasts, Videos, and Widgets.

Why do I need Content Syndication?

Syndicated content is updated automatically. This automated update frees you from having to monitor CDC sites constantly and then manually cut and paste new information in multiple places. Syndication provides a minimal maintenance solution for keeping your site current and allows for a more efficient use of your critical resources. Content Syndication provides you choice and control of the topics and quantity of CDC content on your site. Content Syndication provides access to CDC information and visualizations without ever requiring your visitors to leave your site. The vast majority of CDC media resources keeps viewers on your site and keeps them coming back for timely information. Finally, you can share the syndicated content by posting to Facebook, Twitter, Google, and other social networks.

How do I Syndicate Content?

In order to syndicate content, you must embed a small block of code into your site. Visit the Public Health Media Library and browse or search for content that complements and integrates with your site. You will notice that CDC has information on many topics from recent outbreaks, emergency preparedness, to healthy living.

A convenient feature of the Public Health Media Library is that the system can track all of your selections by maintaining a list of all the media items you select. You can use this list to choose the embed code. In order to use this list feature, you must *register* your email address, organization, and Web domain. Usage guidelines display if you have not registered. You can preview your selection or provide a quick snapshot of your media as it would display on your site. After previewing your selection, you can copy the code and embed in your site.

What are some of the Benefits of Registration?

Registration is optional, but it offers you several benefits:

- Registering allows you to create a list of media for syndication. This list can be built specifically for your organization and can be viewed by other registered members of your organization. This feature also allows you to see content you syndicated previously.
- You can receive notifications of any content changes that may affect your domain.
- When you register, you will need to agree to the Usage Guidelines just once. Non-registered users must agree to the Usage Guidelines each time they attempt to access embed code.

We ask you register your email address, your organization, and your Web domain. When you register, you are creating a new “Content Syndication User account.” Your registration information provides access to your account and your syndicated code. For additional benefit information, contact imtech@cdc.gov.

How do I Register?

To register, complete the following steps.

1. Click “New User” located in the top-right of your screen.
2. Complete the *Login Information* fields.
3. Complete the *Contact Information* fields. This information provides provides access to your account and your syndicated code.
4. Complete the *Organization* fields.

Note: If your organization is already syndicating content, the name of your organization displays in the drop-down list. If the name of your organization is not on the list, you can add it to the list.

Creating a new syndicating organization grants you access to a workspace where you can track the content that you want to syndicate to your website. You can share this workspace with other members of your team to create a collaboration point where content can be selected, previewed, and vetted prior to syndication.

5. Save your entries.
6. After you register, you should receive a welcome message and an invitation to opt-in to our Content Syndication email list.

Why do I need Badges for my site?

Badges from the Public Health Media Library offer attractive and modern images for increasing public health awareness with simple and understandable messages.

The use of Badges on your site can reinforce a positive health behavior in a simple and understandable way. When you syndicate this content, you provided an easy and cost-free way for your public health partners to provide credible, timely, and science-based health information to their audiences.

How do I syndicate Badges?

To obtain a Badge for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Badge from the Media Types drop-down box. Either Browse the site to select your Badge or enter a specific topic in the Search box.
3. You have two options:
 - Syndicate your selected content immediately
 - Save for Later
Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately:*
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later,* click Add to List at the bottom of your selection.
 - Select Syndicated List from the top of the screen.
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.

Note: You can preview Buttons, Badges, Images, and Infographics in full size.

What is a Badge?

A Badge is a graphic that can be posted on an individual's site, social network profile, or personal blog to show support for or affiliation with a cause or issue.

Badges available in the Public Health Media Library are images linked to additional media that can be shared with other sites to drive traffic to the sharing site.

Badges can be confused with buttons. Buttons and badges are basically the same type of media, with different messages. A badge says "I did this thing" or "I belong to this group." A button says "Do this thing" or "Join this group." Another difference is that normally organizations use buttons and individuals use badges.

Examples of Badges



Badge for Parents detailing driving and Rules of the Road.



Badge for Parents detailing driving.



Badge for Parents detailing safe driving for teens.

Why do I need Buttons for my site?

Buttons from the Public Health Media Library offer attractive and modern images for increasing public health awareness with simple and understandable messages.

The use of Buttons on your site can reinforce a positive health behavior in a simple and understandable way. When you syndicate this content, you provide an easy and cost-free way for your public health partners to provide credible, timely and science-based health information to their audiences.

How do I syndicate Buttons?

To obtain a Button for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Button from the Media Types drop-down box. Either browse the site to select your Button or enter a specific topic in the Search box.
3. You have two options:
 - Syndicate your selected content immediately
 - Save for Later
Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately:*
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later,* click Add to List at the bottom of your selection.
 - Select Syndicated List from the top of the screen.
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.

Note: You can preview Buttons, Badges, Images, and Infographics in full size.

What is a Button?

A Button is a graphic that can be posted on an individual's site, social network profile, or personal blog to show support for or affiliation with a cause or issue.

Buttons available in the Public Health Media Library are images linked to additional media that can be shared with other sites to drive traffic to the sharing site.

Buttons can be confused with badges. Buttons and badges are basically the same type of media, each with different messages.

A button says "Do this thing" or "Join this Group," and often includes interesting bits of data about a particular health issue. A badge says "I did this thing" or "I belong to this group."

Examples of Buttons



This example of a button asks How a school can support healthy eating and physical activity.



This button tells us that Smoke-free air prevents heart attacks.



This button discusses Listeria food poisoning.

Why do I need eCards for my site?

eCards are an effective and inexpensive way to reach individuals instantly with personalized and targeted health information. Environmentally-friendly eCards often open with a colorful greeting and include a message that encourages healthy living, promotes safe activities, or celebrates a health and safety related event. eCards can create a memorable experience while focusing awareness on evolving health information.

The Public Health Media Library provides a large collection of over 200 eCards with more on a wide range of health topics. eCards can be directed to clinicians, healthcare workers, public health practitioners, and the general public allowing you to customize content to fit specific needs. Consumers can use CDC's eCards to send personal health messages to their audiences. eCards can also be sent out by organizations to large groups of members to communicate public health events.

How do I syndicate eCards?

To obtain an eCard for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.

Note: Creating an account is optional; however non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.

2. From the CDC Public Health Media Library home page, select eCards from the Media Types drop-down box. Either browse the site to select your eCard or enter a specific topic in the Search box.

3. You have two options:

- Syndicate your selected content immediately
- Save for Later

Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.

4. *To syndicate your selected content immediately:*

- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

5. *To Save for Later,* click Add to List at the bottom of your selection.

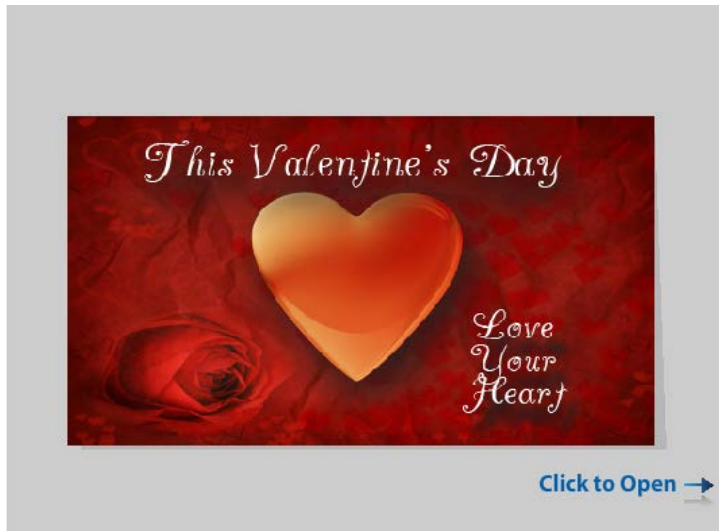
- Select Syndicated List from the top of the screen.
- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

What is an eCard?

An eCard or electronic card is similar to a postcard or greeting card, with the primary difference being that it is created using digital media instead of paper or other traditional materials.

CDC's Health eCards allow the public to send electronic greeting cards to friends, family, and co-workers, and can be personalized with a message from the sender.

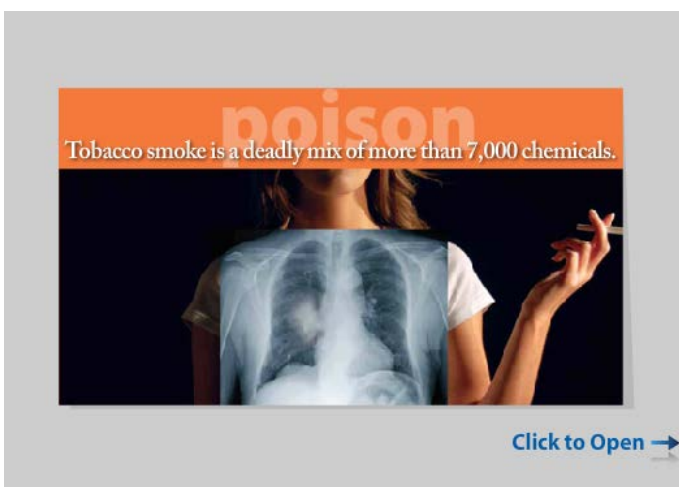
Examples of eCards



This eCard can be sent for Valentine's Day. The eCard addresses one of CDC's Winnable Battles, care of your heart.



This eCard encourages you as a professional to get a Flu vaccine as patients are counting on you.



The front of the card is an illustration of a woman holding a cigarette and standing behind an x-ray image of her lungs. The headline reads "Poison. Tobacco smoke is a deadly mix of more than 7,000 chemicals." The inside of the card reads "Find out more about how tobacco smoke causes disease."

Why do I need syndicated HTML Content?

Adding syndicated HTML content to your website can make your site more robust, accessible, informative, and up to date. Syndication allows you to maintain your site's structure and styling, while at the same time building in content that is produced and maintained by CDC. Syndicated content is automatically updated at the source, leaving you free to focus on other priorities

Health information is ever evolving with articles on current outbreaks, disease prevention, and healthy living. Having the most current and popular health articles and information syndicated on your site from trusted sources expands your reach, engages target audiences in the community, and allows you to customize content to fit specific needs.

How do I syndicate HTML Content?

HTML content syndication allows you to import HTML content and code directly from CDC websites into your website. Complete the following steps to obtain content.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.

Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.

2. From the CDC Public Health Media Library home page, select HTML content from the Media Types drop-down box. Either browse the site to select your HTML content or enter a specific topic in the Search box.

3. You have two options:

- Syndicate your selected content immediately
- Save for Later

Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.

4. *To syndicate your selected content immediately*, click the Get Embed Code button.

- On the Get Embed Code page, complete the online instructions (Display Options and Script Options) from that page.
- Copy the code block into your Web editor to syndicate the content.

5. *To Save for Later*, click Add to List at the bottom of your selection.

- Select Syndicated List from the top of the screen.
- Click the Get Embed Code button.
- On the Get Embed Code page, complete the online instructions (Display Options and Script Options) from that page.
- Copy the code block into your Web editor to syndicate the content.

What is HTML?

HTML stands for Hypertext Markup Language. It is code that used to create and display Web pages. CDC.gov contains a wide range of health-related Web pages in in HTML format.

Available health topics can range from seasonal flu, chronic diseases, emergency preparedness, healthy living, and traveler's health to Ebola. Some content is available in multiple languages.

Example of HTML in Syndication

CDC content syndicated at the Idaho Department of Health and Welfare. The left panel of this picture depicts the discussion of Whooping Cough on the CDC site. The right panel of this picture displays this content on the Idaho Department of Health and Welfare site.

(CDC) Content Source URL

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.

CDC Features

CDC Features
Data & Statistics
Diseases & Conditions
Emergency Preparedness & Response
Healthy Living
Injury, Violence & Safety
Life Stages & Populations
Translating Health
Workforce Safety & Health
Features Library

Pertussis (Whooping Cough) - What You Need To Know

Pertussis (whooping cough) is a very contagious disease caused by a type of bacteria called *Bordetella pertussis*. Among vaccine-preventable diseases, pertussis is one of the most commonly occurring ones in the United States.

Pertussis Vaccine Protection

There is high pertussis vaccine coverage for children nationwide. However, protection from the childhood vaccine decreases over time. Pertussis, tetanus and adults need to be vaccinated, even if they were completely vaccinated as children.

Also, pertussis vaccines are very effective, but not 100% effective. If pertussis is circulating in the community, there is still a chance that a fully vaccinated person can catch this very contagious disease. When you or your child receives a shot that includes a pertussis or severe cough, it may be pertussis. The best way to know is to contact your doctor.

Pertussis Symptoms

Pertussis can cause various illness in infants, children and adults. The disease starts like the common cold, with runny nose or congestion, sneezing, and maybe mild cough or fever. But after 1-2 weeks, severe coughing can begin.

Unlike the common cold, pertussis can become a series of coughing fits that continue for weeks. Pertussis can cause violent and rapid coughing, over and over, until the air is gone from the lungs and you are forced to inhale with a loud "whooping" sound. In infants, the cough can be minimal or not even there.

Infants may have a symptom known as "apnea." Apnea is a pause in the child's breathing pattern. If your baby is having trouble breathing, take him to a hospital or doctor right away.

Disease Complications

Pertussis is most severe for babies; more than half of infants younger than 1 year of age who get the disease must be hospitalized. About 1 in 4 infants with pertussis get pneumonia (lung infection), and about two thirds will have slowed or stopped breathing. Pertussis can be deadly for 1 or 2 infants per 100 who are hospitalized. Learn how pertussis can be treated.

How Pertussis Spreads

People with pertussis usually spread the disease by coughing or sneezing while in close contact with others, who then breathe in the pertussis bacteria. Many infants who get pertussis are infected by parents, older siblings, or other caregivers who might not even know they have the disease.

Pertussis Trends

Reported cases of pertussis vary from year to year and tend to peak every 3-5 years. In 2010, 27,350 cases of pertussis were reported in the U.S. - and many more cases go unreported. Twenty-seven deaths were reported - 25 of these deaths were in children younger than 1 year old.

Preventing Pertussis

The best way to prevent pertussis is to get vaccinated. Parents can also help protect infants by keeping them away as much as possible from anyone who has cold symptoms or is coughing.

Vaccine Recommendations

For Infants and Children: In the U.S., the recommended pertussis vaccine for children is called DTaP. This is a safe and effective combination vaccine that protects children against three diseases: diphtheria, tetanus, and pertussis. For maximum protection against pertussis, children need five DTaP shots. The first three shots are given at 2, 4, and 6 months of age. The fourth shot is given at 15 through 18 months of age, and a fifth shot is given when a child enters school, at 4 through 6 years of age. If a 7-10 year old did not get up-to-date with DTaP vaccines, a dose of Tdap should be given before the 11-12 year old check-up.

For Preteens and Teens: Vaccine protection for pertussis, tetanus, and diphtheria can decrease with time. Preteens going to the doctor for their regular check-up at age 11 or 12 years should get a booster vaccine, called Tdap. Teens and young adults who didn't get a booster of Tdap as a preteen should get one dose when they visit their health care provider.

For Pregnant Women: Pregnant women who have not been previously vaccinated with Tdap should get one dose of Tdap during the third trimester - or immediately postpartum, before leaving the hospital or birthing center. By getting Tdap during pregnancy, maternal pertussis antibodies transfer to the newborn, likely providing protection against pertussis in early life, before the baby starts getting DTaP vaccines. Tdap will also protect the mother at time of delivery, making her less likely to transmit pertussis to her infant.

For Adults: Adults 19 years of age and older who didn't get Tdap as a preteen or teen should get one dose of Tdap. Getting vaccinated with Tdap at least two weeks before coming into close contact with an infant is especially important for families with and caregivers of new infants.

The easiest thing for adults to do is to get Tdap instead of their next regular tetanus booster - the 10 shot that is recommended for adults every 10 years. The dose of Tdap can be given earlier than the 10-year mark, so it's a good idea for adults to talk to a health care provider about what's best for their specific situation.

More Information

- Learn more about pertussis disease in English and an espanol
- Fact sheet describes symptoms of pertussis as well as benefits and risks of vaccination

CDC 24/7
Saving Lives. Protecting People.

Get email updates
To receive email updates about this page, enter your email address:

Contact Us:
Centers for Disease Control and Prevention
1600 Clifton Road
Atlanta, GA 30333
800-CDC-INFO
(800) 358-9434
TTY: (888) 222-4646
cdc@cdc.gov

Partner URL

IDAHO Department of Health and Welfare

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Pertussis Vaccine Protection

There is high pertussis vaccine coverage for children nationwide. However, protection from the childhood vaccine decreases over time. Pertussis, tetanus and adults need to be vaccinated, even if they were completely vaccinated as children.

Also, pertussis vaccines are very effective, but not 100% effective. If pertussis is circulating in the community, there is still a chance that a fully vaccinated person can catch this very contagious disease. When you or your child receives a shot that includes a pertussis or severe cough, it may be pertussis. The best way to know is to contact your doctor.

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Pregnant? Protect Yourself & Your Baby from Whooping Cough

When the source of whooping cough was identified, mothers were responsible for 30-40% of infant infections.

If you have not been previously vaccinated with Tdap (the whooping cough booster shot), talk with your doctor about getting one dose of Tdap, preferably during the third trimester or late second trimester. Learn more about vaccine protection for pertussis.

Read a story about a family affected by whooping cough.

Infants may have a symptom known as "apnea." Apnea is a pause in the child's breathing pattern. If your baby is having trouble breathing, take him to a hospital or doctor right away.

Disease Complications

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For Preteens and Teens: Vaccine protection for pertussis, tetanus, and diphtheria can decrease with time. Preteens going to the doctor for their regular check-up at age 11 or 12 years should get a booster vaccine, called Tdap. Teens and young adults who didn't get a booster of Tdap as a preteen should get one dose when they visit their health care provider.

For Pregnant Women: Pregnant women who have not been previously vaccinated with Tdap should get one dose of Tdap during the third trimester - or immediately postpartum, before leaving the hospital or birthing center. By getting Tdap during pregnancy, maternal pertussis antibodies transfer to the newborn, likely providing protection against pertussis in early life, before the baby starts getting DTaP vaccines. Tdap will also protect the mother at time of delivery, making her less likely to transmit pertussis to her infant.

Why do I need Images for my site?

Images add concrete visual evidence to promote your text. Whatever you write, it is always more convincing with appropriate images. Numerous studies show that most people are more likely to believe an idea if there is an accompanying image. An image leaves a stronger impression on us because our brain is more easily drawn to familiar real life objects rather than words.

The available images in the Public Health Media Library can help illustrate public health principles of disease prevention and the promotion of healthy lifestyles. With these health-related images on your site, you can easily augment articles, training materials, research, campaigns, and health promotions.

How do I syndicate Images?

To obtain an image for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.

Note: Creating an account is optional, Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.

2. From the CDC Public Health Media Library home page, select Images from the Media Types drop-down box. Either Browse the site to select your Image or enter a specific topic in the Search box.

3. You have two options:

- Syndicate your selected content immediately
- Save for Later

Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.

4. *To syndicate your selected content immediately:*

- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

5. *To Save for Later,* click Add to List at the bottom of your selection.

- Select Syndicated List from the top of the screen.
- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

Note: You can preview Buttons, Badges, Images and Infographics in full size.

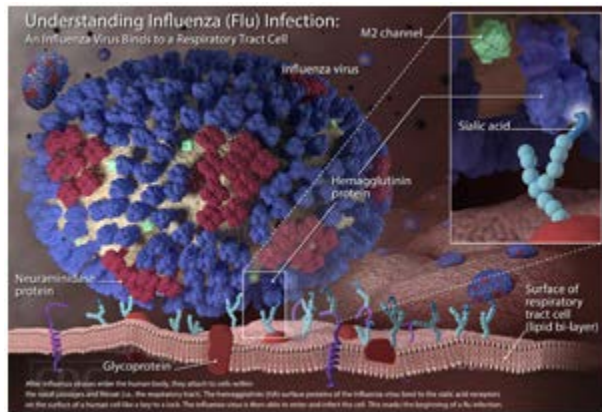
What is an Image?

An image is a digital representation of something or someone. The Public Health Media Library offers health – related graphics, micrographics, or photographs as part of its image selection.

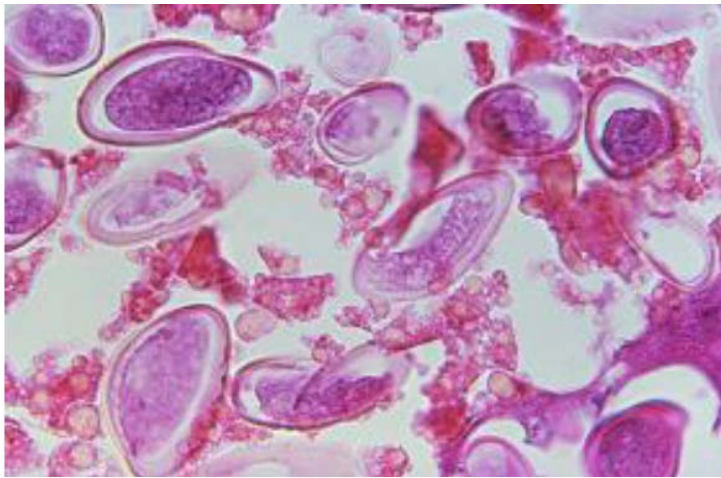
These images are available free of charge and could be graphic stock or custom photographs.

You can use these images to illustrate your presentations or written reports as well as enhance your site.

Examples of Images



This is an illustration with text describing the Influenza (Flu) Infection.



This photo micrographic study of a section of appendiceal tissue revealed the presence of pinworms.



This is common stock photography.

Why do I need Infographics for my site?

Infographics present information in an effective manner to communicate and engage your audience. Infographics are an efficient way of combining the best of text, images, and design to represent complex information or data that tells a story and begs to be shared.

How do I syndicate Infographics?

To obtain an Infographic for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Infographics from the Media Types drop-down box. Either browse the site to select your Infographic or enter a specific topic in the Search box.
3. You have two options:
 - Syndicate your selected content immediately
 - Save for Later
Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately:*
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later,* click Add to List at the bottom of your selection.
 - Select Syndicated List from the top of the screen.
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.

Note: Buttons Badges, Images, and Infographics can be previewed in full size.

What is an Infographic?

An infographic (information graphic) is a representation of information in a graphic format designed to make public health information easily understandable at a glance.

A well-designed infographic can simplify a complicated subject or turn an otherwise meticulous subject into a captivating experience.

Infographics topics that can be syndicated from the Public Health Media Library range from Ebola, facts about Teens and Smoking, MERS, and infographics about emergency preparedness and effective laboratory protocols.

Examples of Infographics



This infographic is a CDC Health Advisory on Ebola. This infographic details instructions if you recently traveled to West Africa



This is an infographic on Cigarette Smoking. This infographic presents statistics on smoking with a message to talk to your children about the dangers of tobacco use.



This infographic is a CDC Health Advisory on MERS. The infographic provides instructions if you recently traveled to the Middle East.

Why do I need a Microsite?

Microsites offer an easy way to syndicate a collection of pages all at once, with a simple embed code. A microsite can provide a focused and clear presentation of information geared toward a particular audience and topic. Microsites can be deployed quickly, making them a great resource for current and evolving health events.

How do I syndicate Microsites?

To obtain a Microsite, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.

Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.

2. From the CDC Public Health Media Library home page, select Microsite from the Media Types drop-down box. Either browse the site to select your Microsite or enter a specific topic in the Search box.

3. You have two options:

- Syndicate your selected content immediately
- Save for Later

Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.

4. *To syndicate your selected content immediately:*

- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

5. *To Save for Later,* click Add to List at the bottom of your selection.

- Select Syndicated List from the top of the screen.
- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

What is a Microsite?

A microsite is a collection of Web pages or a small cluster of pages that can be syndicated together.

A microsite is meant to function as a discrete entity within an existing website.

Example of a Microsite



The diagram illustrates a microsite layout for Ebola Virus Disease information. It is divided into two main sections, connected by a large blue arrow pointing from the top section to the bottom section.

Top Section: Ebola Hemorrhagic Fever: Information for U.S. Healthcare Workers

- Kaiser Updates and Activities:** Thursday, 2:00pm EDT: Physician and Physician Assistants Webinar on Treatment and Reporting Protocols.
- Diagnosis / Testing**
 - Case Definition for Ebola Virus Disease (EVD): Early recognition of Ebola HF is critical for infection control.
 - Interim Guidance for Specimen Collection, Transport, Testing, and Submission for Persons Under Investigation for Ebola Virus Disease in the United States.
 - Interim guidance for laboratories and other healthcare personnel collecting or handling specimens in the United States.
 - Packaging and Shipping Clinical Specimens Diagram: How to package and ship clinical specimens.
- Transportation / Monitoring / Movement**
 - Interim Guidance for Monitoring and Movement of Persons with Ebola Virus Disease Exposure.
 - A framework for evaluating risk of exposure and initiating appropriate public health actions based on exposure risk and clinical assessment.
- Learn About Ebola**
 - About Ebola: Ebola hemorrhagic fever (Ebola HF) is a severe, often fatal disease in humans and nonhuman primates such as monkeys, gorillas, and chimpanzees.
 - Signs and Symptoms: Symptoms may appear anywhere from 2-21 days after exposure to ebolavirus. Though 5-10 days is most common.
 - Transmission: The virus is spread through direct contact with blood or other body fluids of a person who is ill with Ebola.
- News & Updates**
 - August 26, 2014: 2014 Ebola Outbreak in West Africa: 2014 Ebola Outbreak in West Africa.
 - August 28, 2014: HAN 368: CDC Ebola Response Update #4.
 - August 28, 2014: HAN 368: CDC Ebola Response Update #4.
 - August 28, 2014: FactSheet: Interim Guidance for Specimen Collection and Submission.
- CDC Twitter**

Bottom Section: Department of Health, Agency of Human Services

Vermont.gov | Home | Contents A to Z | Site Map | Contact Us | About Us | Search Our Site

HEALTHY VERMONTERS 2020

QUICK LINKS

- Get Help Now
- Advance Directives
- Birth, Death, and Marriage Records
- Events & Meetings
- Food & Lodging
- Forms
- Health Insurance
- Hospital Report Cards
- Immunization
- Laboratory Services
- Medical Board
- Physician Profiles
- Restaurant Scores
- Rules & Regulations
- Town Health Officers

Alerts & Advisories

Children & Families

Data & Records

Diseases & Prevention

Emergency Response

Health Professionals

Healthy Environment

EBOLA VIRUS DISEASE: Information for U.S. Healthcare Workers

Diagnosis / Testing

Case Definition for Ebola Virus Disease (EVD)
Health care providers should be alert for and evaluate any patients suspected of having Ebola Virus Disease (EVD).

Specimen Collection, Transport, Testing, and Submission

Interim Guidance for Specimen Collection, Transport, Testing, and Submission for Persons Under Investigation for Ebola Virus Disease in the United States
For staff working in laboratory and healthcare settings. Biosafety requirements for how to collect and perform routine testing of specimens.

Packaging and Shipping Clinical Specimens Diagram
How to package and ship clinical specimens.

Interim Guidance Regarding Compliance with Select Agent Regulations for Laboratories Handling Patient Specimens that are Known or Suspected to Contain Ebola Virus
Guidance on how to apply select agent regulations to activities associated with the diagnosis and care of individuals suspected of having an infection with Ebola virus.

DISEASES & PREVENTION

Ebola

Why do I need Podcasts for my site?

Podcasts are convenient and easy to consume. Content is communicated directly to your audience through audio or video to augment and complement HTML and graphic content on your site. Once you syndicate a podcast feed, new information is automatically downloaded to your site as the information is available allowing you to listen at your convenience.

How do I syndicate Podcasts?

To obtain a Podcast for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Podcasts from the Media Types drop-down box. Either browse the site to select your Podcast or enter a specific topic in the Search box.
3. You have two options:
 - Syndicate your selected content immediately
 - Save for Later
Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately:*
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later,* click Add to List at the bottom of your selection.
 - Select Syndicated List from the top of the screen.
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.

What is a Podcast?

A podcast is a digital medium consisting of an episodic series of audio **or** video files subscribed to and downloaded through Web syndication or streamed online to a computer or mobile device.

The word, Podcast, is a coined phrase derived from "broadcast" and "pod" from the success of the iPod, as audio podcasts are often listened to on portable media players.

You can syndicate an individual Podcast from the Public Health Media Library.

Examples of Podcasts



Child Injury: What You Need to Know PSA 04/16/2012 (:60)

This 60 second PSA is based on the April 2012 CDC Vital Signs report. Many childhood deaths and injuries are preventable, including those caused by crashes, suffocation, poisoning, drowning, fires, and falls. The PSA discusses ways to help prevent these deaths and injuries.

Website: <http://www.cdc.gov/vitalsigns>



Don't Kiss a Frog! 08/04/2009

This CDC Kidtastics podcast discusses the danger of reptiles and amphibians carrying and spreading *Salmonella* and how to prevent infection.

Website: <http://www.cdc.gov/healthypets/diseases/salmonellosis.htm>



Reporting of Outbreaks of Foodborne Illness under the International Health Regulations 08/27/2008

During the past 20 years, the global food trade has increased and, with it, the potential for the spread of foodborne illnesses caused by imported foods. The World Health Organization in 2007 implemented new International Health Regulations which help guide reporting of foodborne outbreaks. In this podcast, CDC's Dr. Scott McNabb discusses a study in the September 2008 issue of the journal Emerging Infectious Diseases which analyzed foodborne outbreaks in Australia in the early part of this decade and assessed how many would have been reported under the current health regulations.

Website: <http://www.cdc.gov/eid/content/14/9/1440.htm>

Why do I need Videos for my site?

Incorporating videos on your site an engaging way ways to exchange information easily as well to share public health stories and engage audiences. The video format is easy to embed in your site or other social media spaces such as a blog or Facebook page, which allow both sharing and the ability to comment on video footage.

Similarly, you can easily create a channel on a video-sharing site to disseminate the videos you selected for your site. As a consumer, you now have the ability to distribute current and accurate health and science information and provide visual demonstrations.

How do I syndicate Videos?

To obtain a video for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.

Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.

2. From the CDC Public Health Media Library home page, select Videos from the Media Types drop-down box. Either browse the site to select your Video or enter a specific topic in the Search box.

3. You have two options:

- Syndicate your selected content immediately
- Save for Later

Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.

4. *To syndicate your selected content immediately:*

- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

5. *To Save for Later,* click Add to List at the bottom of your selection.

- Select Syndicated List from the top of the screen.
- Click the Get Embed Code button.
- Copy the code block into your Web editor to syndicate the content.

What is a Video?

A video is an electronic media type for the broadcasting of moving visual images. The Public Health Media Library provides a variety of videos on health, safety, and preparedness topics.

Most videos are short, and all include closed-captioning (some videos are also open-captioned), so they are accessible to all interested viewers.

The library of videos includes single-topic presentations as well as video series focused on children, parents, and public health professionals.

Examples of Videos



Kelsey talks about her work on the border of Guinea, Sierra Leone and Liberia, the epicenter of the Ebola outbreak



Deaths from fires and burns are one of the most common causes of unintentional injury deaths in the United States. There are several steps you can take to reduce the risk of fire-related injury and death in the home. These include installing and regularly testing smoke alarms and practicing a fire escape plan at least twice a year.



Kids learn about life by watching their parents. What if kids grew up in a smoke-free world? That's the premise of this video by Taylor Blackwell from Jupiter, Florida. This video was the first runner up winner in the 13-17 age category of the Surgeon General's Video Contest: Tobacco — I'm Not Buying It.

Why do I need Widgets for my site?

Health information widgets offer an interactive experience for your readers. Once you have added the widget to your site, there is no technical maintenance, the content functions interactively and updates automatically from the source.

How do I syndicate Widgets?

To obtain a Widget for your site, complete the following steps.

1. Create a Content Syndication User Account. You will receive a unique Registration ID, and a welcome message with helpful information.
Note: Creating an account is optional. Non-registered users will experience limited functionality, and will be required to agree to the Usage Guidelines each time they access the site. Users with accounts will agree to the Usage Guidelines once.
2. From the CDC Public Health Media Library home page, select Widgets from the Media Types drop-down box. Either Browse the site to select your Widget or enter a specific topic in the Search box.
3. You have two options:
 - Syndicate your selected content immediately
 - Save for Later
Note: The Save for Later option is only available to those who have created Content Syndication User Accounts.
4. *To syndicate your selected content immediately:*
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.
5. *To Save for Later,* click Add to List at the bottom of your selection.
 - Select Syndicated List from the top of the screen.
 - Click the Get Embed Code button.
 - Copy the code block into your Web editor to syndicate the content.

What is a Widget?

A Widget is a small interactive element that you can easily put on your website or blog.

More technically, a Widget is built using Flash or HTML5 and can be embedded in a hosting site to provide extended functionality, for example, calculating Body Mass Index or taking a quiz on a particular health topic.

The Public Health Media Library provides a variety of widgets. Some topics include Flu, Smoking and Tobacco, Pet Health and Safety, Adult Body Mass Index, and Lyme Disease Prevention Index, with more to come.

Examples of Widgets

Body Mass Index (BMI)
Calculator for Adults

[Calculator](#) [What Is BMI?](#)

Calculate Your BMI
English | [Metric](#)

Height:
 feet inches)

Weight:
 pounds
(8 ounces = .5 pounds)



[Calculate](#)

 [Info](#)
[Grab This Widget](#)



This widget is a Body Mass Calculator that can be used by adults.


[Flu IQ](#)


the
Flu I.Q.

10
9
8
7
6
5
4
3
2
1

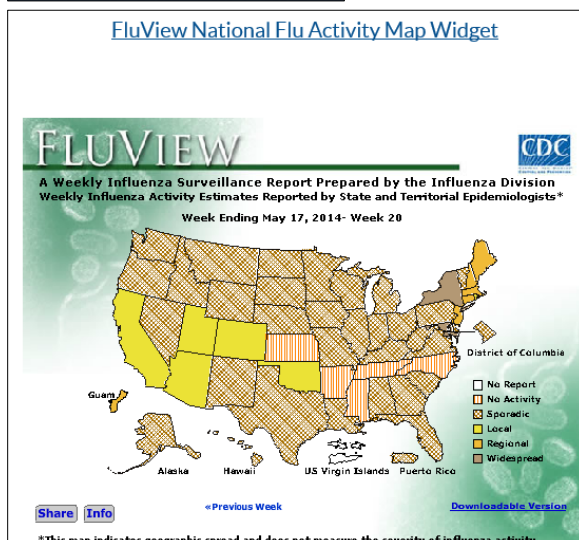
Think you know all there is to know about the flu? Answer ten easy questions, then share the Flu IQ!

[start](#)

 [share](#)

 v09.10.2013

This widget measures your Flu I.Q.



This widget displays the National Flu Activity map.